

## **QUARTERLY ISSUES / PROGRAMS REPORT**

Station: KDND-FM

Location: Sacramento, California

For:

\_\_\_ January - March 19 \_\_\_

\_\_\_ April-June 19 \_\_\_

\_\_\_ July-September 19 \_\_\_

X October-December 1998

Attached are descriptions of local issues addressed by the station and descriptions of how each issue was treated through the station's most significant issue-responsive programming or announcements during the reporting period.

## **KDND-FM ISSUE-RESPONSIVE PROGRAMMING**

KDND-FM regularly broadcasts programs and informational messages dealing with issues that affect its listeners and the communities they live in. A description of this programming follows:

<b><u>Day/Time</u></b>	<b><u>Program</u></b>	<b><u>Description</u></b>
Sunday 5A-6A	Public File Host: Kat Maudru	Locally produced news and public affairs magazine show featuring in depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.
Sunday 6A-7A	The Parent's Journal	Weekly, one-hour family program hosted by Bobbi Conner
Various Days & Time	Public Service Announcements	Brief, informational messages, that serve the community's needs and interests by promoting programs, activities or services of governmental or non-profit organizations, or by otherwise informing listeners about community issues and events. PSA's are aired through the broadcast day.

KDND-FM also periodically produces and presents special programs that provide in-depth treatment of issues confronting the Sacramento area. These special programs are presented at various times during the broadcast day.

## **ISSUES / PROGRAMS LIST**

### **EDUCATION**

**Issue:** Local History

**Program:** Public File  
**Date:** November 29, 1998  
**Time/Duration:** 5:30-6A - 30 Minutes  
**Type:** Interview

**Description:** The commission seeks to raise community awareness of the historical and cultural richness of the Sacramento region above and beyond the Gold Rush. They also seek to enhance community participation and education in local historical projects, such as old city cemetery tours, architectural walking tours, museum trips, and the Sesquicentennial. The archives are accessible to the public by appointment and contain old local newspapers, photos, machinery, deeds, death and birth certificates, and other memorabilia from up to 150 years ago.

**Issue:** Business / Interview Etiquette

**Program:** Public File  
**Date:** December 13, 1998  
**Time/Duration:** 5:30-6A - 30 Minutes  
**Type:** Interview

**Description:** The guest is a trainer and lecturer for schools and organizations serving young adults, disadvantaged job seekers and transitioning men and women of all ages. She discussed common business etiquette mistakes such as inappropriate dress, lack of self confidence, late arrival, and poor dining skills. Professionalism that works included high ethics, good listening, appropriate dress, punctuality, and prompt returning of calls.

## **ISSUES / PROGRAMS LIST**

### **ECONOMY**

**Issue:** Diversity Job Fair

**Program:** Public File

**Date:** November 8, 1998

**Time/Duration:** 5:30-6A - 30 Minutes

**Type:** Interview

**Description:** This free event focused on a diverse group of job seekers... young adults looking for their first job, women re-entering the job market, senior citizens hoping to find employment, individuals who hoped to change their career focus completely. The event brought together over 30 local employers with openings at all levels of employment. Resume critiques and seminars on the interview experience, credit counseling, and re-entering the work force were among the other events at the fair.

## ISSUES / PROGRAMS LIST

### HEALTH

Issue: California Dietary Practices Survey

Program: Public File  
Date: October 4, 1998  
Time/Duration: 5-5:30A - 30 Minutes  
Type: Interview

Description: While California produces more than half of all the fruits and vegetables sold in America, a recent study shows that Californians' consumption of that bounty has slipped dramatically, a trend with serious health implications for the state. It is well documented that low consumption of fruits and vegetables increases the risk of heart attack, cancer and stroke, while high consumption is protective and, over time, could help prevent thousands of premature deaths in California. Eating five servings of fruit and vegetables a day is important and easy behavior that should be a basic practice for all Californians.

Issue: Decreasing Emergency Crew Response Time

Program: Public File  
Date: October 4, 1998  
Time/Duration: 5:30-6A - 30 Minutes  
Type: Interview

Description: Operation Strobe Light is a statewide program begun by Sacramento Area Firefighters, where small, battery powered strobe lights are distributed free to California residents. In an emergency, a citizen would tell the 911 operator that they have placed a red strobe light where it can be seen from the street. The 911 operator would then notify emergency personnel to look for the flashing red light and find the home faster. When seconds count in an emergency, getting help fast can make the difference between life and death.

Issue: Flu Shots & Immunizations

Program: Public File  
Date: October 11, 1998  
Time/Duration: 5-5:30A - 30 Minutes  
Type: Interview

Description: 20,000 Americans die annually from flu-related illnesses, and 50,000 people end up in the emergency room or hospital each year from flu and flu complications. Influenza can be a serious illness, especially for senior adults age 55 and above. A flu vaccine is quick and inexpensive. The guest also discussed the importance of immunizing school aged children against a variety of diseases.

## **ISSUES / PROGRAMS LIST**

### **HEALTH (CONT'D)**

**Issue:** Arthritis

**Program:** Public File  
**Date:** October 18, 1998  
**Time/Duration:** 5-5:30A - 30 Minutes  
**Type:** Interview

**Description:** Nearly 40 million Americans, including 300,000 children, suffer from arthritis and related diseases. Arthritis and related diseases affect nearly one in six people, one in three families. Although there is no cure, innovations in drugs, therapy and improved surgical techniques have given up hope to those affected with arthritis. The mission of the Arthritis Foundation is to support research to find the cure for and prevention of arthritis and to improve the quality of life for those affected by arthritis.

**Issue:** Breast Cancer

**Program:** Public File  
**Date:** October 18, 1998  
**Time/Duration:** 5:30-6A - 30 Minutes  
**Type:** Interview

**Description:** Breast Cancer is the most common kinds of cancer found in women and the risk increases with age. Although the nationwide death rate from breast cancer has dropped 5% since 1993, breast cancer kills nearly 44,000 women and 400 men in the United States each year. The best protection against breast cancer is early detection and prompt treatment. Researchers are continuing tests on the possible influences of such factors as environment, diet and hereditary. The American Cancer Society offers information, referrals and support programs.

**Issue:** Understanding Modern Medicine

**Program:** Public File  
**Date:** November 8, 1998  
**Time/Duration:** 5-5:30A - 30 Minutes  
**Type:** Interview

**Description:** The book gives consumers the practical steps they must take to navigate today's confusing medical world to improve the quality of care they receive. Readers learn how to battle with a stubborn HMO and select the right coverage in the first place. The book also features a guide to decision making about critical care and to completing a living will or healthcare power of attorney.

## ISSUES / PROGRAMS LIST

### HEALTH (CONT'D)

Issue: Dangers of Excessive Dieting

Program: Public File  
Date: November 23, 1998  
Time/Duration: 5-5:30A - 30 Minutes  
Type: Interview

Description: The organization is dedicated to educating women and girls about normal, healthy female shapes and the dangers of eating disorders and excessive dieting. They also work to change female images in advertising and media to those that are natural and attainable with healthy lifestyles. More than ever before, the guest says eating disorders such as anorexia and bulimia also affect boys and men as well as girls and women.

Issue: Holiday Fire Safety in the Home

Program: Public File  
Date: December 6, 1998  
Time/Duration: 5-5:30A - 30 Minutes  
Type: Interview

Description: Fire safety over the holidays ranges from making sure indoor and outdoor Christmas lights are safe, to cleaning your chimney. The guest discussed the importance of keeping the Christmas tree from drying up, of keeping it away from the fireplace, and of making sure small children stay out of the busy holiday kitchen. Special attention needs to be taken with not overloading outlets, to candles and their proximity to decorations, and to not burning used wrapping paper in the fireplace. Simple things like not hanging stockings over burning fireplaces were also discussed.

Issue: Hazards of Cigar Smoking

Program: Public File  
Date: December 27, 1998  
Time/Duration: 5-5:30A - 30 Minutes  
Type: Interview

Description: In a local survey there was a considerable number of people who were uncertain about the harmful effects of cigar smoking, especially the harm of secondhand smoke from cigars. The finding suggests there is a need for prevention education in this area. One cigar has 80 times more nicotine than in one cigarette, and exposure to secondhand smoke carries greater risks than exposure to cigarette smoke, since cigars produce 30 times more carbon monoxide than cigarette smoke. Both cause cancer and both are addictive, and even if cigar smokers don't inhale, they are 3 times more likely to die from emphysema than non-smokers, they triple their chances of getting lung cancer, and they are 10 times more likely to die from mouth or throat cancers than non-smokers.

## **ISSUES / PROGRAMS LIST**

### **ENVIRONMENT, ENERGY AND TRANSPORTATION**

**Issue:** County Recycling Program

**Program:** Public File  
**Date:** October 25, 1998  
**Time/Duration:** 5:30-6A - 30 Minutes  
**Type:** Interview

**Description:** Steel is safe, durable and completely recyclable and North America's number one recycled material. Sacramento City and County recycles old appliances, empty steel food cans, and aerosol cans through curbside recycling. Every minute, 20,000 steel cans are recycled in Sacramento and throughout North America to make new steel products including cars, cans, appliances and steel framing for construction. Steel recycling saves energy, landfill space and natural resources. The guests also discussed "buying recycled" an American Green Dream house contest, and recycling by reusing items.

**Issue:** Hemp

**Program:** Public File  
**Date:** November 1, 1998  
**Time/Duration:** 5:30-6A - 30 Minutes  
**Type:** Interview

**Description:** Cannabis Hemp can provide all the basic necessities of life: food, shelter, clothing and medicine. Europe and Canada have lifted bans on growing industrial hemp and it has exploded in the marketplace in an array of products, including jeans, sneakers, lip balm, tree-free paper, fiberboard and insulation. With new technology it is possible to make everything from hemp that we now make from petroleum, including paint, plastics and biomass energy.

**Issue:** Public Transportation

**Program:** Public File  
**Date:** December 27, 1998  
**Time/Duration:** 5:30-6A - 30 Minutes  
**Type:** Interview

**Description:** Sacramento's light rail line is one of the most cost effective light rail projects ever constructed in the country. The system links businesses, schools and neighborhoods and reduces the number of gridlocked streets while easing parking problems and providing convenient access to businesses. Sacramento has the seventh worst air pollution in the United States. Light rail reduces traffic and air pollution by taking as many as 350 to 400 cars off the streets with just one four-car light rail train



## **ISSUES / PROGRAMS LIST**

### **MINORITIES/WOMEN/AGING**

**Issue:** Flu Shots & Immunizations

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**Time/Duration:** 5-5:30A - 30 Minutes  
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## **ISSUES / PROGRAMS LIST**

### **MINORITIES/WOMEN/AGING (CONT'D)**

**Issue:** Dangers of Excessive Dieting

**Program:** Public File

**Date:** November 23, 1998

**Time/Duration:** 5-5:30A - 30 Minutes

**Type:** Interview

**Description:** The organization is dedicated to educating women and girls about normal, healthy female shapes and the dangers of eating disorders and excessive dieting. They also work to change female images in advertising and media to those that are natural and attainable with healthy lifestyles. More than ever before, the guest says eating disorders such as anorexia and bulimia also affect boys and men as well as girls and women.

## **ISSUES / PROGRAMS LIST**

### **CRIME**

**Issue:** Child Abduction

**Program:** Public File  
**Date:** November 1, 1998  
**Time/Duration:** 5-5:30A - 30 Minutes  
**Type:** Interview

**Description:** The association's purpose is to return missing children to their parents and to retrieve children engaged in juvenile vice activities. Specifically, they work on non-family abductions or abductions by unknown individual cases. Their personnel also work hand in hand with authorities in the effort to take children out of prostitution and to prosecute their captors.

**Issue:** Drunk Driving Prevention

**Program:** Public File  
**Date:** November 16, 1998  
**Time/Duration:** 5-5:30A - 30 Minutes  
**Type:** Interview

**Description:** The guest has two DUI convictions and his passion toward increasing public awareness stems from his own real life experience with drinking and driving. The program encourages people to become aware of the problems created by driving under the influence, and how it can affect us all. The hope is to raise awareness and create a society where driving under the influence is totally unacceptable. Since two in five Americans will be involved in an alcohol related accident in their lifetime, the guest points out that anyone can be the next victim of drunk driving.

## **ISSUES / PROGRAMS LIST**

### **DRUG ABUSE**

**Issue:** Clean & Sober Program for the Homeless

**Program:** Public File  
**Date:** October 11, 1998  
**Time/Duration:** 5:30-6A - 30 Minutes  
**Type:** Interview

**Description:** Drug and alcohol abuse controls the lives of many homeless people. Loaves and Fishes Clean & Sober Program allows homeless who need and want recovery help to be placed in substance abuse programs. They offer 12 step meetings as well as various follow-up housing programs which help the individuals become stable after their in-patient treatment has been completed. Every month, at least 50 people are placed in programs throughout the greater Sacramento area.

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## **ISSUES / PROGRAMS LIST**

### **HOUSING**

**Issue:** Clean & Sober Program for the Homeless

**Program:** Public File

**Date:** October 11, 1998

**Time/Duration:** 5:30-6A - 30 Minutes

**Type:** Interview

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## ISSUES / PROGRAMS LIST

### YOUTH/FAMILY

Issue: Live Local Theater

Program: Public File  
Date: October 25, 1998  
Time/Duration: 5-5:30A - 30 Minutes  
Type: Interview

Description: As the new Artistic Director of the Sacramento Theater Company, the guest seeks to build an awareness of the importance of supporting the arts between the arts group themselves and the arts groups and the community. Special programs and ticket prices are offered for senior citizens as well as youth groups and school groups, all in the hopes of introducing new patrons to the excitement and enrichment of live performances.

Issue: Child Abduction

Program: Public File  
Date: November 1, 1998  
Time/Duration: 5-5:30A - 30 Minutes  
Type: Interview

Description: The association's purpose is to return missing children to their parents and to retrieve children engaged in juvenile vice activities. Specifically, they work on non-family abductions or abductions by unknown individual cases. Their personnel also work hand in hand with authorities in the effort to take children out of prostitution and to prosecute their captors.

Issue: Feeding the Hungry

Program: Public File  
Date: November 16, 1998  
Time/Duration: 5:30-6A - 30 Minutes  
Type: Interview

Description: Each day in California, the most agriculturally rich state in the nation, one in every ten Californians suffer from hunger. Children are even more vulnerable with one in every four at risk of hunger. At the same time, millions of pounds of unsalable produce and packaged food are thrown away. Foodlink's statewide food program distributed 65 million pounds of food to organizations that serve low income people in all 58 California counties. The Foodlink program has been recognized as among the top five in the nation for providing food to California's neediest people and helping lift people out of the poverty that causes hunger.

## ISSUES / PROGRAMS LIST

### YOUTH/FAMILY (CONT'D)

Issue: Runaway Kids Calling Home

Program: Public File  
Date: November 23, 1998  
Time/Duration: 5:30-6A - 30 Minutes  
Type: Interview

Description: Sugar Ray Leonard announced the "Call Home For The Holidays" campaign, in which a phone company has donated calling cards to area runaway shelters. The hope is that runaways will make use of this free long distance opportunity to reunite or reestablish communication with loved ones, just in time for the holidays. That one phone call may be the contact that may get misunderstandings cleared up and runaway kids off the streets and safely home.

Issue: Help For Abused Children

Program: Public File  
Date: November 29, 1998  
Time/Duration: 5-5:30A - 30 Minutes  
Type: Interview

Description: The organization serves over 2,000 high risk children and their families annually through a variety of programs. Many Families First children have experienced a lifetime of physical, sexual and emotional abuse. For most of these children Families First provides a last chance to find a safe home environment and hope for a better future. The organization is dedicated to bettering the lives of children and their families through the best possible treatment

Issue: Holiday Gifts for Underprivileged Children

Program: Public File  
Date: December 6, 1998  
Time/Duration: 5:30-6A - 30 Minutes  
Type: Interview

Description: Each year the organization answers as many "Dear Santa" letters from needy children in our community as donations and volunteers will allow. They go to great lengths to fulfill the children's wishes and give the family a memorable Christmas with gifts for all. The children and their families do not know "Santa" is coming. Volunteers shop, wrap gifts and recruit Santa. Donated items include money, food, gift certificates, Santa suits, and services.

## **ISSUES / PROGRAMS LIST**

### **YOUTH/FAMILY (CONT'D)**

**Issue:** Homeless & Runaway Teens

**Program:** Public File

**Date:** December 13, 1998

**Time/Duration:** 5-5:30A - 30 Minutes

**Type:** Interview

**Description:** The center reaches out to and supports homeless and high risk teenagers. They provide a safe and welcoming place where they receive services with dignity and respect. They offer the teens basic needs, education and counseling as well as transition choices for youth toward healthy alternatives to street life. The teens they work with live in abandoned buildings and in camps along the river. The center provides hot meals, showers, laundry facilities, emergency clothing and referral services.



## **THE PARENT'S JOURNAL**

*Sunday, 6:00AM-7:00AM*

**October 4, 1998**

**The Single Parent Resource...** Guest: Brook Noel, co-author of "The Single Parent Resource".

**Parent's Notes...** Real parents give us solutions that really work for everyday parenting problems.

**How To Raise a Child With A High PQ (Play Quotient)...** Guest: Stevanne Auerbach, Ph.D, author of "Dr. Toy's Smart Play: How To Raise A Child With A High PQ".

**Multi-Cultural Books & Resources for Families...** Guest: Anna Dunwell, multi cultural expert and advocate for children and educator, publisher and author.

**October 11, 1998**

**Redirecting Children's Behavior...** Guest: Kathryn J. Kvols, president of International Network for Children and Families and author of "Redirecting Children's Behavior".

**Parent's Notes...** Real parents give us solutions that really work for everyday parenting problems.

**Academic Coaching: Building Organizational Skills...** Guest: Kathy Channick, a Learning Specialist at the Barrie School in Silver Spring and At-School Support Services in Bethesda.

**Sibling Rivalry: Tips On Keeping The Peace...** Guest: Pamela Shires Sneddon, author of "Brothers and Sisters: Born To Bicker?"

**October 18, 1998**

**Parents Understanding Their Job and Responsibilities...** Guest: Dr. William Spears, pediatrician and co-author of "The Baby Book: Everything You Need To Know About Your Baby From Birth To Age Two".

**Parent's Notes...** Real parents give us solutions that really work for everyday parenting problems.

**Your School-Age Child (6-12)...** Guest: Marguerite Kelly, syndicated columnist and author of "Family Almanac", "Mother's Almanac", and "Mothers Almanac Goes To School".

**Kids and Manners at Restaurants and Performances...** Guest: Letitia Baldrige, author of "More Than Manners: Raising Today's Kids to Have Manners and Good Hearts".

**October 25, 1998**

**How To Communicate With Your Baby Before Your Baby Can Talk...** Guest: Linda Acredolo, Ph.D and Susan Goodwyn, Ph.D., co-authors of "Baby Signs: How To Talk With Your Baby Before Your Baby Can Talk".

**Parent's Notes...** Real parents give us solutions that really work for everyday parenting problems.

**A Kid's Guide To Building Character...** Guest: Barbara A. Lewis, author of "What Do You Stand For: A Kid's Guide to Building Character", "The Kid's Guide to Social Action", "Kids with Courage", and "The Kid's Guide To Service Projects: Over 500 Service Ideas For Young People Who Want To Make A Difference".

**Teaching Kids To Help Around the House...** Guest: Elizabeth Crary, author of "Pick up Your Socks: And Other Skills Growing Children Need".

**November 1, 1998**

**The Seven Secrets to Successful Parenting...** Guest: Randy Rolfe, author of "The Seven Secrets to Successful Parenting".

**Parent's Notes...** Real parents give us solutions that really work for everyday parenting problems.

**Bonding With Your Baby...** Guest: Peter Weiss, MD, clinical professor of Obstetrics and Gynecology at UCLA and has a private practice in Beverly Hills, California.

**Packing Good Lunches For Kids...** Guest: Elaine Magee, MPH, RD, author of "Alphabet Cooking: From Angel-In-A-Cloud Cookies to Zebra Pudding Cups - Fun Recipes for Children from A-Z".

**November 8, 1998**

**Turning Your Family Into A Team...** Guest: Kathy Peel, author of "The Family Manager's Guide For Working Moms".

**Parent's Notes...** Real parents give us solutions that really work for everyday parenting problems.

**Our Babies, Ourselves, Why We Raise Our Children The Way We Do...** Guest: Meredith F. Small, author of "Our Babies, Ourselves Why We Raise Our Children The Way We Do".

**How You Can Get Your Child To Stop Sucking His Thumb...** Guest: Carol Mayer, co-author of "My Thumb and I, A Proven Approach To Stop A Thumb or Finger Sucking Habit for Ages 6-10".

**November 15, 1998**

**How Is My First Grader Doing In School? What To Expect and How To Help...**

Guest: Jennifer Richard Jacobsen, educational consultant, and author of "How Is My First Grader Doing In School?" and "How Is My Second Grader Doing In School?"

**Parent's Notes...** Real parents give us solutions that really work for everyday parenting problems.

**Advice For Dads Combining A Career and Fatherhood...** Guest: John Evans, author of "Marathon Dad: Setting A Pace That Works For Working Fathers".

**How To Help Kids Handle Feelings Of Anger...** Guest: Suzanne Denham, professor of psychology at George Mason University in Fairfax, Virginia.

**November 22, 1998**

**Babies and Technology: What Should Parents Know...** Guest: Dr. Jane Healy, educational psychologist, and author of "Your Child's Growing Mind", "Endangered Minds", and "Failure To Connect".

**Parent's Notes...** Real parents give us solutions that really work for everyday parenting problems.

**Sleep And Your Baby...** Guest: Jodi Mindell, MD, clinical Pediatric Director at the Sleep Disorders Center at Allegheny University of the Health Sciences and author of "Sleeping Through The Night: How Infants, Toddlers and Their Parents Can Get A Good Night Sleep".

**Eating Out With Kids...** Guest: Vicky Lansky, columnist for Sesame Street Magazine and author of several books for children and parents including "The Taming Of The C.A.N.D.Y Monster", and "Practical Parenting Tips".

**November 29, 1998**

**Budgeting for Baby...** Guests: Denise and Alan Fields, co-authors of "Baby Bargains: Secrets to Saving 20% to 50% on baby furniture, equipment, clothes, toys, maternity wear, and much, much more".

**Parent's Notes...** Real parents give us solutions that really work for everyday parenting problems.

**Watching What Your Kids Watch on TV and in Movies...** Guest: Joanne Cantor, Ph.D., author of "Mommy I'm Scared: How TV and Movies Frighten Children and What We Can Do To Protect Them".

**Taming the Holiday Monsters...** Guest: Julie A. Ross, MA, author of "Now What Do I Do? A Guide to Parenting Your Elementary Aged Children".

**December 6, 1998**

**Raising Socially Confident Kids...** Hara Estroff Marano, author of "Why Doesn't Anybody Like Me?: A guide to Raising Socially Confident Kids".

**Parent's Notes...** Real parents give us solutions that really work for everyday parenting problems.

**Security Blankets and Snugglies: Why Kids Need Them...** Guest: Elyse Lehman, Ph.D, professor of psychology at George Mason University.

**Allowances / Teaching Kids Money Management...** Guest: Elizabeth Crary, author of "Pick Up Your Socks... And Other Skills Growing Children Need: A Practical Guide to Raising Responsible Children".

**December 13, 1998**

**The Heart of a Family: Establishing Family Traditions...** Guest: Meg Cox, author of "The Heart of a Family: Searching America for New Traditions That Fulfill Us".

**Parent's Notes...** Real parents give us solutions that really work for everyday parenting problems.

**How To Father A Successful Daughter...** Guest: Nicky Marone, educational psychologist and author of "How To Mother a Successful Daughter" and "How To Father a Successful Daughter".

**Preserving Vacation Memories with Children...** Guest: Mary Rodgers Bundren, author of "Travel Wise with Children 101 - Educational Travel Tips for Families".

**December 20, 1998**

**Helping Kids Cope With Divorce...** Guest: M. Gary Newman, LMHC, author of "Helping Kids Cope With Divorce The Sandcastles Way".

**Parent's Notes...** Real parents give us solutions that really work for everyday parenting problems.

**Fine and Gross Motor Skills and How They Develop...** Guest: Neal Kaufman, director of primary-care pediatrics at Cedar Sinai Medical Center in Los Angeles.

**Helping A Child With Low Self-Esteem...** Guest: Terri Apter, author of "The Confident Child: A Practical, Compassionate Guide".

**December 27, 1998**

**Families Writing: How To Help Your Kids Learn To Love To Write...** Guest: Peter R. Stillman, educator, publisher, and writer.

**Parent's Notes...** Real parents give us solutions that really work for everyday parenting problems.

**The Parent/Teen Relationship...** Guest: Thomas W. Phelan, Ph.D, author of "Surviving Your Adolescents: How To Manage and Let Go of Your 13-18 Year Olds".

**How To Tell A Story So Kids Will Listen...** Guest: Jackie Torrence, storyteller, and author of "Jackie Tales: The Magic of Creating Stories and the Art of Telling Them".

## **PUBLIC SERVICE ANNOUNCEMENTS**

KSEG, KSSJ and KDND rotate Public Service Announcements at a rate of at least one per air-shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	<b><u>KSSJ</u></b>	<b><u>KSEG</u></b>	<b><u>KDND</u></b>
Food For Families	6	7	6
Downtown Sacramento Central Library	9	4	7
Sacramento SPCA	7	6	6
The Stanford Settlement	7	7	7
El Dorado Women's Center	5	8	7
March of Dimes	6	7	4
Sacramento Children's Home	7	8	5
Caring About Kids	6	8	7
American Cancer Society	8	7	6
Sacramento Adaptive Leisure Services	7	7	7
Big Brothers / Big Sisters	6	8	7
Juvenile Diabetes Foundation	8	6	8
Shriner's Hospital	8	5	6
Sacramento Area Emergency Housing Center	7	7	8
24 Hour Parental Support Line	7	8	6
Eskaton Foundation	8	7	8
United Way	6	7	9
Girl Scouts of America	6	7	6
Foothill Volunteer Center	5	7	8
Sacramento Food Bank	6	5	8
Sacramento Black Chamber of Commerce	6	7	7
Salvation Army Adult Rehabilitation Center	7	8	5
Solano County Library Adult Literacy Program	5	8	7
Towe Auto Museum	7	6	7
Sacramento State University	5	8	7
County and City of Sacramento Recycling	5	7	6
Crohn's Colitis Foundation	7	6	5
Center for Substance Abuse Treatment	8	7	8
California Job Journal	4	8	7

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Amador County Arts Council	7	8	5
Folsom Library	5	7	8
Independent Adoption Center	6	4	9
Optimist Club of Cameron Park	5	7	8
St. Andrew Episcopal Church	7	8	7
Mexican-American Hall of Fame Sports Association	6	6	7

#### **SACRAMENTO VALLEY BROADCASTERS ASSOCIATION / ASCERTAINMENT**

SVBA conducts Ascertainment interviews because the member stations believe it is an excellent way to stay in touch with community leaders and to stay informed about issues that should be reported on in news and public affairs programs. During an ascertainment interview, station representatives take notes on speakers' comments, which are then used to generate ideas for news and public affairs programs. Organizations whose representatives spoke this quarter included the Sacramento Commission of History and Science, Sacramento Job Corp, Business Environmental Resource Center, Sacramento Sesquicentennial, Sutter Middle School, Well Springs Women's Center, Regional Parks and Recreation, Sacramento Tree Foundation, American River Fire District, Easter Seals, St. John's Women's Shelter, People Reaching Out, and the Mayor of West Sacramento.

## **APPEARANCES / EVENTS / FUNDRAISERS**

- KDND teamed up with Regional Transit and Raley's in December, collecting both canned food and clothing for Food for Families. KDND listeners brought out enough to fill an R.T. bus one-third full.
- KDND teamed up with the Salvation Army to help them ring bells and collect clothing, canned food and cash donations. While out at the Downtown Plaza, KDND recorded personal holiday greetings and played them over the air that same week.

## **ENTERCOM / SACRAMENTO**

- **MAKE-A-DIFFERENCE DAY...** The employees of Entercom / Sacramento refurbished the WIND Youth Center, a shelter for runaway and abandoned teens. The program was established in 1994 in an effort to reach out to the increasing number of 12 to 19 year old runaway and "throwaway" kids who live on Sacramento riverbanks, streets and in abandoned buildings. The center offers food, clothing, showers, education options, counseling, and transition choices toward alternatives to street life.

The facility was in terrible shape. With donated materials and construction workers who were recruited on the air and volunteered their time, the Entercom staff painted and recarpeted the center's interior, repaired the roof, re-tiled the entry, repaired doors and cabinets, built an awning and planter boxes in the yard, planted flowers, put up picnic tables, steam cleaned the furniture and cleaned the entire facility.

The metamorphosis between 7am that morning and 5pm that evening was nothing short of phenomenal. The dirty, broken down warehouse had been transformed into a clean, newly restored building. A new TV/VCR was also donated to the center, and Entercom is in the process of procuring essentials such as warm clothing, toiletries, dry and canned foods, and school supplies for the kids who use the center.

The staff agreed that although, first and foremost, a much needed public service had been done for the WIND Youth Center, each individual Make-A-Difference Day participant also benefitted from the event simply by being a part of it.

- **MEDIA MENTORS...** a group of Entercom / Sacramento employees continue to volunteer their time to become "Media Mentors" for Encina School of Academies, a three year program that combines academic, technical, and personal development which prepares at-risk high school students for a career or for higher educations.
- **SPEAKERS AT JUNIOR COLLEGE...** Entercom / Sacramento employees are participating in an ongoing speaking program at Consumnes River College. Staffers from various departments (news, programming, sales, promotions, etc.) speak to the Broadcasting Department at this local junior college. Students are given the opportunity to hear about various broadcasting careers and ask questions about careers they hope to pursue.
- **BIG BROTHERS / BIG SISTERS...** Entercom / Sacramento continues to have a member on the Big Brothers / Big Sisters of the Greater Sacramento Area's Board of Directors as well as on its Advisory Board. In addition, Entercom hosts all of the board's meetings at its facility.
- **DIVERSITY JOB FAIR...** Entercom / Sacramento was heavily involved in a local Job Fair that focused on a diverse group of job seekers... young adults looking for their first job, women re-entering the job market, senior citizens hoping to find employment, individuals seeking to change their career focus completely. The free event brought together over 30 local employers with openings at all levels of employment. Resume critiques and seminars on the interview experience, credit counseling, and re-entering the work force were among the other events at the fair. Each Entercom station promoted a seminar speaker or non-profit group that was on hand to speak, free of charge, to job seekers.

The Sacramento Bee

# SCENE

FAMILY/RELIGION & ETHICS

Saturday, October 24, 1998

# What a difference a day makes



An army of volunteers will  
sweep, paint and hammer  
its way across the country today

By Stephanie McKinnon McDade  
Bee Staff Writer

John O'Brien heard the call on the radio. Between songs, a DJ was requesting carpenters for repair work at a shelter for homeless teens. The first thought that went through O'Brien's head was, "I've been there."

"There" is somewhere besides home. At 13, O'Brien left home and for several weeks lived on the streets.

He graduated from high school thanks to a friend, he says, and has worked most of his life. But recently, O'Brien, who lives in Foothill, was homeless again.

"It's hard once you're out on the street. Things start to fall apart," says O'Brien, 36, a carpenter who is self-employed.

On Wednesday, O'Brien and about 35 others also got a head start on Make A Difference Day. They laid carpet, painted walls, repaired a bathroom and generally cleaned up the WIND Youth Center in downtown Sacramento. The center is a drop-in facility where homeless teens can get a meal, clothing, medical treatment, counseling and tutoring.

Entercom, which owns five radio stations in Sacramento, took on the center for its Make A Difference Day project. Employees who wanted to help were given the day off, and skilled laborers were recruited over the air. Because the project is so involved, they started Wednesday and will finish up today.



Bee photographs/Owen Brewer

John O'Brien contributes his carpentry skills to a patio cover under construction at the WIND Youth Center for homeless teenagers.

Sister Mary Anne Bonpane, who runs WIND, says the cleanup will work wonders.

"A new atmosphere helps kids feel better and when they feel better they'll treat the place better, and that builds their self-esteem.... Without that, you can't take another step."